



Philip Morris U.S.A. offers an alternative to the old no-smoking symbol: the friendly, yin-yang "accommodation" symbol.

most. New York City enacted harsh restrictions in April, creating a furor among restaurant owners and the media alike. (Amusingly, most critics of the bill were careful to begin their attacks "I'm not a smoker myself, but..." before defending smoking in restaurants as a God-given right.) Also in April, the Massachusetts House passed a measure banning nicotine in all tobacco products by 2002. Quoted in the *New York Times*, Republican representative and sponsor of the amendment to the proposed state budget, Douglas W. Stoddart, commented, "It doesn't prohibit smoking. People can smoke all they want in the year 2002. There just won't be nicotine in the product."

Stoddart's amendment must pass in the state Senate before becoming a reality, but this kind of legislation has tobacco companies shaking in their boots; in response, they've poured money into ominous advertising campaigns warning that public acceptance of these measures will inevitably lead to bans on alcohol, caffeine and high-fat foods.

And just as suppliers of alcoholic beverages are some of the most vocal supporters of responsible alcohol use and designated driver programs, the main tobacco companies—who obviously have the most to gain from preventing restrictions—are the strongest proponents of accommodation between smokers and nonsmokers. They've responded to recent threats with a barrage of educational advertising, brochures and light-hearted on-premise p-o-s materials urging mutual respect and peaceful coexistence.

Perhaps the pièce de résistance of this movement is the new alternative to the old red-slash-through-a-lit-cigarette symbol. Developed by Philip Morris U.S.A., the new logo is an organic-looking yin-yang symbol, all friendly curves and bright colors, above the lines "Non-smokers and smokers welcome." R.J. Reynolds Tobacco Co. has its own version of the yin-yang symbol in bright yellow and blue, with the words "Smokers and non-smokers" and "Working together to work it out."

STATE LAWS AND LOOPHOLES

The smoldering questions in most operators' minds, of course, is how much a ban in their area will cost. As New York City restaurants scramble to comply with the new laws, the newspapers have been full of gloomy owners predicting the end of business as they knew it, or vowing to defy the rules.

The effects have already been felt at Boca Chica, a hip Latin American restaurant in the city's East Village. The restaurant has always had an active bar scene, especially on weekend nights after midnight when they stop serving food and start playing live salsa music for crowds of Calipatria drinkers. Apparently the crowds considered cigarettes a necessary accompaniment to the scene. "Since the ban, the bar business has dropped by half," says manager Evelin Vorzimmer. The owners are now considering eliminating the music and

